

ORDER

KSNV

Orders

Order / Rev: **104119**
 Alt Order #: 06831860
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 Flight Dates: 07/31/12 - 08/06/12
 Original Date / Rev: 07/09/12 / 07/11/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley for Senate *Revised*
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	55	\$104,725.00	\$89,016.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$104,725.00	\$89,016.25	0.00
Totals	55	\$104,725.00	\$89,016.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	49%	\$104,725.00
Market	100%	\$213,724.49

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$42,744.90
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$34,195.92
KTUD	0%	\$0.00
KVVU	13%	\$27,784.18
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,274.49

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/Wagm	5-6a		-TWTF--	:30	4	\$400.001		0.00	NM	4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-TWTF--			4		\$400.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$400.00		0.00			
E 2	KSNV	08/06/12	08/06/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$400.00		0.00			
E 3	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$700.00		0.00			
E 4	KSNV	07/31/12	08/03/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$700.00		0.00			
E 5	KSNV	07/31/12	08/03/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.00	1	0.00	NM	8	\$11,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					8	\$1,400.00		0.00			
E 6	KSNV	08/06/12	08/06/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					2	\$1,400.00		0.00			
E 7	KSNV	08/06/12	08/06/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	M-----	:30	1	\$750.00	1	0.00	NM	1	\$750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$750.00		0.00			
E 8	KSNV	07/31/12	08/04/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					5	\$750.00		0.00			
E 9	KSNV	08/06/12	08/06/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	M-----	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$6,000.00		0.00			
E 10	KSNV	08/03/12	08/03/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	----F--	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$6,000.00		0.00			
E 11	KSNV	07/31/12	08/02/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-TWT---	:30	6	\$6,000.00	1	0.00	NM	6	\$36,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWT---					6	\$6,000.00		0.00			
E 12	KSNV	08/05/12	08/05/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-----S	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$6,000.00		0.00			
E 14	KSNV	08/04/12	08/04/12		CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Today											
				Saturday Today											
SAT TDOAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	-----S-	1		\$625.00		0.00							
E 15	KSNV	08/05/12	08/05/12	Olympics Daytime Week	W	4am-6pm	-----S	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
				Olympics Daytime WEEKEND											
OLY DAYTIME WK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	-----S	4		\$1,700.00		0.00							
E 16	KSNV	08/04/12	08/04/12	Olympics Daytime Week	W	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
				Olympics Daytime WEEKEND											
OLY DAYTIME WK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	-----S-	4		\$1,700.00		0.00							
E 17	KSNV	07/31/12	08/03/12	Olympics Daytime Week	W	9am-4pm	-TWTF--	:30	8	\$1,200.00	3	0.00	NM	8	\$9,600.00
				Olympics Daytime Weekdays											
OLY DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	-TWTF--	8		\$1,200.00		0.00							
E 18	KSNV	08/06/12	08/06/12	Olympics Daytime Week	W	9am-4pm	M-----	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
				Olympics Daytime Weekdays											
OLY DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	2		\$1,200.00		0.00							
N 19	KSNV	08/04/12	08/04/12	Weekend Jeopardy/Wheel	W	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				WKND Jeop/Wheel											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	-----S-	1		\$500.00		0.00							
													Totals	55	\$104,725.00